

Company: Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

Company Description: Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Equal Pay

Nomination Title: Cherishers 811 CIC Embedding Equal Pay and Dignity into Grassroots Care



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Written Response

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 197 words used.

Cherishers 811 CIC is a rural social enterprise that transforms care access and employment for vulnerable individuals—especially women, the elderly, disabled people, and trauma survivors. It reinvests profits from ethical cleaning and ironing services to provide free, lifesaving community-based care and wellbeing services.

From its inception, Cherishers has been values-led, co-directed by Julie Edensor, Allison Dodd, and Alec Jones-Hall. Together, they have grown it into a 30+ employee, 30+ volunteer enterprise, with trauma-informed governance, 80% female staff, and 25% BAME senior management—many overcoming adversity. As a proud Living Wage Employer, Cherishers ensures equal pay across all roles in a sector often marked by underpayment.

Since July 2023, Cherishers 811 CIC has delivered exponential growth in service delivery, impact, and funding diversification. Under co-leadership, the organisation secured £150k+ in grants and donations, and designed a four-stream income model combining public sector contracts, earned revenue, crowdfunding, and philanthropic support—ensuring long-term resilience.

Delivering 60 weekly wellbeing sessions to 100+ people, Cherishers shows how small, inclusive, female-led organisations can outperform larger providers in trust and responsiveness.

Cherishers is a beacon of grassroots care: restoring dignity, combating isolation, and creating inclusive employment where systems fall short. "They are Angels" say their community.

4. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Since July 2023, Cherishers has delivered exponential growth in service delivery, impact, and funding diversification. Under the co-leadership of Julie, Alec and Allison the organisation secured £150k+ in grants and donations, and designed a four-stream income model combining public sector contracts, earned revenue, crowdfunding, and philanthropic support—ensuring long-term resilience.

Cherishers opened an expanded, dementia-friendly venue tripling capacity for services like sensory therapy, grief support, and warm lunch clubs. They co-developed a transport programme employing accessible drivers for severely disabled clients. Five crowdfunds—including a sold-out business gala raising £8,000—boosted donor visibility and sustainable income.

The organisation now delivers over 60 wellbeing sessions weekly and achieved a grant success rate above 85% in 2023. As a certified Living Wage Employer, Cherishers guarantees equal pay across its 30+ staff roles, directly challenging widespread underpayment in the care sector. Their inclusive employment model prioritises women, disabled individuals, and trauma survivors—turning unpaid care into fairly rewarded, professional work. Their trauma-informed mentoring enabled dozens of women to re-enter employment, many after surviving abuse or caregiving burnout.

Externally, they expanded influence through GB Expos, won Staffordshire Dignity in Care Awards, and became a hub for other CICs—sharing toolkits, fundraising templates, and DE&I frameworks.

Cherishers enhanced operational resilience through improved digital systems, new community feedback mechanisms, and staff training initiatives to meet rising demand.

Turnover rose £327,089 (2022) to £833,424 (2024)—a 155% increase. By embedding equal pay, inclusive governance, and frontline compassion, Cherishers has become a national exemplar of community-rooted, scalable care.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 237 words used.

Cherishers 811 CIC offers a radical yet practical reimagining of care: small, responsive, and led by those who've lived through what they serve. In a sector dominated by large contractors, Cherishers proves that human-first leadership and fair pay drive better outcomes.

They serve 100+ clients weekly, with 80% being elderly women facing isolation, digital exclusion, or trauma. Their trauma-informed model blends care delivery with mental health, grief, and sensory support—offering dignity, not dependency.

Unlike many competitors, Cherishers reinvests every pound earned. Their four-stream income model and 85%+ grant success rate far exceed sector averages (typically under 40%), demonstrating strategic excellence. Their services are co-produced with clients, ensuring trust and emotional safety.

What makes Cherishers unique is its Living Wage Employer commitment. In a sector where underpayment and unpaid labour are widespread, they guarantee equal pay for all staff, carers, and community workers. This converts unpaid care—too often expected of women—into fairly rewarded professional employment, breaking cycles of exploitation and dependence. Their trauma-informed mentoring has enabled dozens of women to re-enter the workforce, many after surviving abuse or long-term unpaid caring.

In just two years, turnover rose 155%, 140+ jobs were created, and training spaces were shared with other charities. Their warm rooms, therapy garden, and emergency aid show impact that is both systemic and immediate.

Cherishers is not just a provider—it is a movement: proving equal pay and inclusive employment are the foundation of resilient, dignity-led care.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 149 words used.

This nomination is supported by multiple attachments and media links that demonstrate Cherishers transformative impact.

Videos:

WHO ARE CHERISHERS?! ❤️ ([YouTube](#)) captures the lived experiences of beneficiaries impacted by Allison's work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

Why Cherishers ([YouTube](#)) and *Who are Cherishers* ([YouTube](#)) illustrate how inclusive services and infrastructure, enabled by strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjORrHX4>

Social Media Evidence:

The *Cherishers Facebook page* ([Facebook](#)) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowdfunded activities—all delivered through the income streams. <https://www.facebook.com/cherishers>

Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunds and grants,
- o Attached testimonials from Cherishers 811 CIC to validate DE&I impact.

Attachments/Videos/Links:

[Cherishers 811 CIC Embedding Equal Pay and Dignity into Grassroots Care](#)



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